

IN.gov

Communicators Advisory Council

4/9/07

- Update from Governor's Office
- Branding & CMS Update
 - *Quick* recap
 - The new designs and best practices integrated
 - User acceptance testing and risks at launch
 - Weekly features and billboards
 - Press releases and calendar events
 - Agency migration planning
- *Quick* Update on Other Efforts
- Next Steps & Q&A

IN.gov Quick Recap

GOALS & OBJECTIVES

- Goal 1. *For the External customer*, provide state government information in a customer-centric manner.
- Goal 2. *For the Internal customer*, make it easier for users in state government to update content on IN.gov.
- Major Objectives
 - Consistent brand enforced
 - “Click & Edit” for content creators
 - Workflow tailored for each agency
 - Training for creators/approvers
 - Stable & secure CMS

DEADLINES

- ✓ **12/11/06** – Redesign & CMS Implementation Project Announced
- ✓ **12/20/06** – Leadership & Redesign Teams Approve Goals
- ✓ **1/26/07** – Design Options Proposed
- ✓ **2/14/07** – Tech Ready
- ✓ **3/09/07** – Design Finalized
- **3/26/07** – Agency Surveys Due
- ✓ **3/29/07** – Leadership Team Approval
- ✓ **4/02/07** – Migration Plan (Phase 1)
- ✓ **4/02/07** – User Acceptance Testing
- **4/18/07 – LAUNCH of IN.gov**
- ✓ **5/01/07** – Migration Plan (Phase 2)
- **5/01/07** – Group 1 Begins
- **TBD** – Migration Plan (Phase 3)
- **6/30/08** – Project Complete

■ Customer-centric

- Plain language
- Deliver useful/relevant content to target audience(s)
- Timely/dynamic content; stale eliminated

■ No Wrong Door

- Subject matter navigation, search, information for...
- “Can’t get stuck in an agency website again”

■ More Is More

- Billboards for major initiatives
- Weekly featured content
- Leverages larger screen sizes

■ State & Agency Identities Balanced

■ Consistency

- Common look & feel throughout
- Location of search, navigation, online services, search

■ Feedback Mechanisms

- Rate this Page
- IN.gov User Survey

■ Built Right & Built to Change

- Quickly update content; minimized “boxes” to build in
- Separation of content and design:
 - Ease of delivery on mobile and alternative devices
 - Accessible for people with disabilities
 - Changes far easier “next time”

■ Weekly Features

- Run weekly
- Highlight major initiatives, successes, and online services
- The First Few
 - New IN.gov
 - Economic announcement
 - Memorial Day weekend
 - UK representatives attending race
 - Bio conference
- Send in your ideas!

■ Billboards

- Highlight major initiatives, successes, and services
- Most dynamic, eye-catching part of new site
- Send in your ideas!

■ Moving from the Old to the New System

- At 2:00pm on Friday, we will migrate the press release and calendar events to the CMS.
 - Entries for existing entities will be migrated.
 - Entries from entities that no longer exist will be archived.
- Ensures that no agency's press releases or events are left out as we migrate agency sites to CMS over the course of the next year
- Ability to add/change news & calendar releases will be turned off on Friday at 2pm until launch
- If you have anything you plan to release, please add it before then. Emergencies? Contact us.

■ Training on the New System

- Manual will be distributed to all current users on Wednesday.
- Want to be a new user? Contact Meghan Sabau.
- Direct questions to Meghan Sabau at msabau@iot.in.gov.

- 5/1 - Requirements & Standards

- Change Request Process

- Beginning 5/1, submit change requests via webmasters.IN.gov
- Change requests include those just for your agency and site-wide
 - Agency-specific issues, such as workflow changes
 - “Bug fixes” rolled out as appropriate by IN.gov staff
 - Other changes submitted by IN.gov staff with recommendations to governance board on a regular basis
- All effort will be to make *enterprise* changes

- You Can Also Submit:

- IN.gov Feature Idea
- IN.gov Billboard Idea

- **Schedule Based on Three Factors**

1. Agency Willingness
2. Agency Assessment of Website Structure
3. IN.gov Assessment of Complexity of Migration

- **We Need Your Agency Surveys**

- To date, 34 of 101 (33%) have returned responses
- If you haven't yet, please submit yours by Friday, April 20th
- WebTrends: Installed for agencies who thoroughly complete the survey

- **Boilerplate Approach to Meet All Requirements**

- Designed to be tailored to each agency
- Migrations will stress speed and good structure, not good content

- **Shortly After 5/1, Agency Migrations Begin**

- Group I. Low complexity rating and are very willing to migrate
- Group II. Higher complexity rating, but are willing to migrate
- Group III. Mix of high and low complexity, but willingness is low

Groupings (So Far)

GROUP I (5/1-8/1)

- Administration
- Arts Commission
- Education Employment Relations Board
- Faith-Based & Community Initiatives
- Governor
- Homeland Security
- Lieutenant Governor
- Management & Budget/GEFP
- Police
- Teacher Retirement Fund
- Utility Consumer Counselor
- Workforce Development

GROUP II (8/1-12/1)

- Board of Tax Review
- Finance Authority
- Homeland Security
- Labor
- Law Enforcement Academy
- Library & Historical Bureau
- Natural Resources & Commission
- Public Records
- Protection & Advocacy Services Commission
- Revenue
- Tobacco Prevention & Cessation

GROUP III (12/1)

- Animal Health
- Budget Agency
- Community & Rural Affairs
- Family & Social Services Administration
- Inspector General/Ethics
- Personnel

■ Takin' Care of Business: Delivered in 2007 Q1

- 1,500 tickets closed
- Worked with: AG, ATC, BMV, DHS, DLGF, DNR, DOC, DOL, DOR, DWD, FSSA, IAC, ICPR, IDEM, IDOA, IDOI, IED, ILRC, ISDA, ISDH, JTAC, LSA, OCRA, OFBCI, PERF, PLA, SBOA, SOS, SSACI, State Fair, Tourism, TRF
- Mailing Lists Upgrade. New, more robust server, antivirus protection added, new features

■ Coming Soon to an IN.gov Near You

- Time Tracking System. The time tracking system has been implemented and has been used by the Project Management team during March. Full adoption of the time system by 4/16/07.
- Telephone Service Metrics. By June 1st, public customer service staff will have an ACD, so that we can track responsiveness, dropped calls, etc.
- CyberTrust Certification. Completed first series of scans and review towards obtaining Cybertrust certification. Our goal is to become the 1st state government portal to receive this certification.

- **Our PM & Content Staff Focused on CMS**
 - Agency migrations to CMS
 - Implement site-wide improvements to CMS set up
- **Our Developers Focused on Technical Upgrades**
 - Transition applications to enterprise payment processing system
 - Installing additional security protection
- **Our “Baseline” Staff Is Booked, But...**
 - You can leverage our “variable services” to enhance or develop new online services.
 - Benefits. No long procurement/contracting process—just a detailed statement of work with requirements, deadlines, cost, etc. Guarantee that service will be built to IN.gov standards.
 - Bottom Line. Same process, except your agency pays.
 - To initiate a request, just go to webmasters.IN.gov and download a New Project Questionnaire

■ Week of April 9th

- UAT Ends
- Press Release & Calendar System Change

■ Weeks of April 16th & 23rd

- Finalize Requirements & Standards Documentation
- Finalize Agency Migration Approach
- Migrations of SIC & IOT

■ Other Next Steps

- *If you haven't yet, please complete your agency survey*
- Exec. Advisory Council – May 7th
- CAC Meeting –End of June/Early July

■ Questions & Answers?

■ Contact Us

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Thank You

This presentation is available at webmasters.IN.gov.